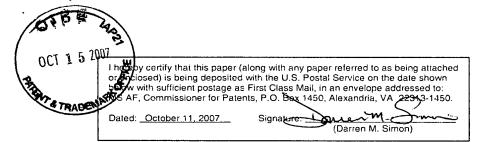
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AFI3691 Rejection JFJ

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AMENDMENT TRANSMITTAL LETTER After Final Rejection									ion	
æ	Application No. 10/052,962		Filing Date		Examine			Group Art Unit		
							3691 ocket No.			
Ap		eru Kojima				SONYJP 3.0-871				
Invention: ADVERTISEMENT SPACE AUCTION METHOD, APPARATUS AND STORAGE MEDIUM										
TO THE COMMISSIONER FOR PATENTS										
Transmitted herewith is an amendment in the above-identified application.										
The fee has been calculated and is transmitted as shown below.										
	CLAIMS AS AMENDED									
Claims Highest								A11	1	
		Remaining After	Number Previously	Number Extra Claims						
	Total Claims	Amendment 7	- 20 =	Present 0	×	50.00		0.00	-	
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	Claims Multiple Depart		L			210.00			_	
Multiple Dependent Claims (check if applicable)									4	
Other fee (please specify):										
	TOTAL ADDITIONAL SEE FOR THE AMENDMENT.								4	
	TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:							0.00		
	x Large Entity Small Entity									
x No additional fee is required for this amendment.										
Please charge Deposit Account No in the amount of  A duplicate copy of this sheet is enclosed.										
A check in the amount of \$ to cover the filing fee is enclosed.										
The Commissioner is hereby authorized to charge and credit Deposit Account No12-1095 as described below. A duplicate copy of this sheet is enclosed.										
x Credit any overpayment.										
x Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.										
/										
سے	Varien	M Smu				Dated:	October	11, 2007		
Darren M. Simon Attorney Reg. No. 47,946										
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP										
	600 South Avenue West									
Westfield, New Jersey 07090 (908) 654-5000										
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ŧ۲	hereby certify that this ne date shown below w	ith sufficient postage							e on	

Dated: October 11, 2007



EXPEDITED PROCEDURE

Group Art Unit: 3691

Docket No.: SONYJP 3.0-871

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Numaoka et al.

Application No.: 10/052,962

: Group Art Unit: 3691

:

Filed: January 18, 2002

: Examiner: M. S. Tinkler

:

For: ADVERTISEMENT SPACE AUCTION

METHOD, APPARATUS AND STORAGE

MEDIUM

## AMENDMENT UNDER 37 CFR 1.116

MS AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated July 13, 2007, finally rejecting claims 1-7, please amend the above-identified U.S. patent application as follows: